

AT the head of the Panama-California Exposition as its president is David Charles Collier, a man of national repute; Ulysses S. Grant, Jr., son of the 18th. President of the United States is chairman of the Advisory Board of Stockholders, and a board of 21 directors who include in their number 16 bankers of San Diego. These men are backing President Collier in everything he undertakes. The budget contains now \$3,500,000 for building. It will handle nearly \$10,000,000 before the gates are thrown open.

Nearly every Latin-American government has replied favorably to requests for participation. Brazil has selected her site. Japan also has selected space. The scope and character of the participation of these countries will follow that of the Exposition proper.

In addition to these are 11 sovereign states of the United States, and the counties of California in groups.

Work began on the county sections early in 1912 and is being prosecuted with vigor. Hundreds of workmen have been busily engaged since November 1911 in preparing the grounds for the buildings now being constructed.

Things are abustle in San Diego and in all exposition departments plans are ready.

THE plan for the exposition, embracing about 400 acres, shows the main entrance to the Exposition grounds at Laurel and Park Avenue.

A causeway and bridge lead to the east side of the canyon, where rise the main buildings of the exposition, surrounding a central rectangular court. Leading south from the court of honor is a street that debouches into a rectangular plaza, rounded on the ends, the Plaza de las Republicas America. At the south side of this plaza is the huge ethnological building. To the east and down the mesa from this building are the state and foreign buildings. North of this group are the huge botanical gardens with the finest and most extensive lath house ever built. The lath house will be about 600 feet square and 100 feet high, with a central court for band concerts, fountains and other features. Here are also the outdoor exhibits, such as those from the reclamation, conservation and forest services of the government and the great Indian Congress, with the villages and fields of the aborigines, cliff dwellers and pueblos. Across Spanish Canyon is a dam impounding a lagoon used as an auxiliary water supply for the city fire department, of 50,000,000 gallons capacity. Around this lagoon are grouped ornamental trees, vines and flowers.

SAN DIEGO invites the world to come and see her, both during the Exposition year 1915, and during the years of preparation for it. She is spending millions on her harbor, on wharves and docks; millions on roads and boulevards, streets, sewers and parks, and millions on the exposition itself, that she may be ready to entertain the hundreds of thousands who will come to her both by sea and by land during the year of the exposition.

In a climate, the most salubrious on earth, with hundreds of thousands of acres of land awaiting the hand of the tiller of the soil, her beautiful harbor—a land-locked bay that has accommodated the Pacific Navy of the United States, with space left for the Atlantic fleet without crowding—life is pleasant and easy and the Panama-California Exposition is to be such a thing of beauty and unique attractions that once seen it will never be forgotten. Best of all, San Diego is NOW the city of opportunity, made doubly so by her Exposition, an enterprise that has called out the best and highest genius of her 80,000 intelligent and purposeful citizens.

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D. C. Collier

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Winfield Hogaboom

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Frank P. Allen, Jr.

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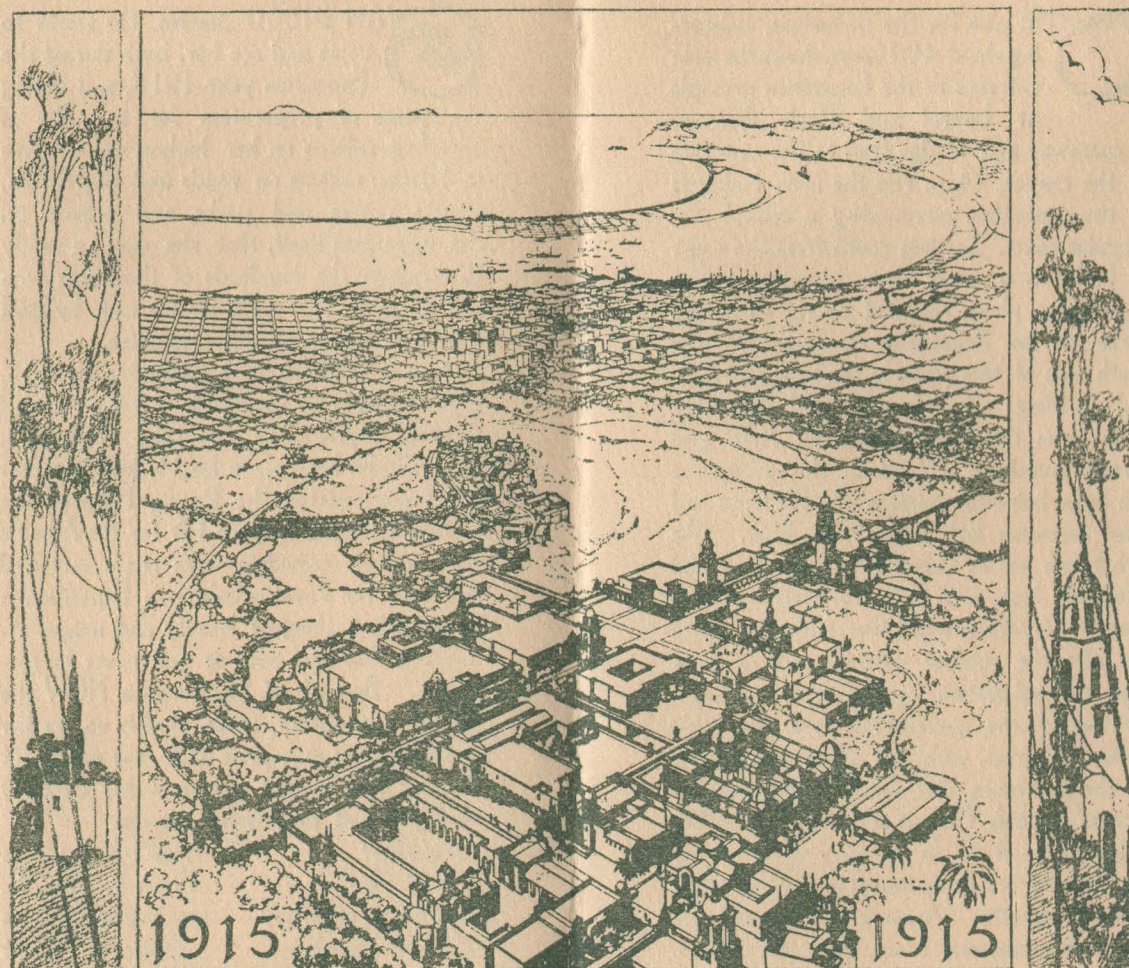


COMPLETION of the Panama Canal, that stupendous undertaking which has engaged the attention of engineers and statesmen for over 300 years, is to be one of the great events of the 20th century.

It is fitting therefore that due attention should be given to the celebration of such an event by a world-wide exposition that shall embrace everything that has made for human progress and shall make for further advancement, social and economic.

A wonderful exposition is that at San Diego, to be opened January 1, 1915, the day that has been set aside for the formal opening of the Panama Canal to the commerce of the world. This exposition will be kept open the entire year of 1915, the climate of San Diego being such that the exposition, once open, may remain open day and night the entire twelve months.

The great transportation companies, both railroad and steamship, are preparing for unprecedented business during 1915. The whole of the State of California is abustle with preparations for the opening of the canal and the great influx of visitors that will come to California in 1915 to see the expositions.



IN order to be ready in ample time, San Diego is building her exposition now, a record unsurpassed by any city in the world. Hundreds of workmen are today busy on grading and construction work. The reason for this early preparation lies in the desire of the projectors to make of the Panama-California Exposition the most beautiful and spectacular ever held in the world. Millions of plants are being propagated now in a huge nursery in the 1400 acre park for this purpose. The directors have ordered that all buildings shall be finished by January 1, 1914, one year in advance, to give the landscape architects and gardeners a chance to grow the palms, ferns, vines and flowering plants over the buildings. The structures completed are the Administration Building, Service Buildings, Field Hospital and Nursery Buildings. Under way are the Electricity Building, the huge bridge across Cabrillo Canyon and other minor buildings. Plans are completed for seven other buildings. All architecture and all ensembles of architecture and landscape are in the beautiful Spanish-Colonial or "Mission" style. The scope of the exposition covers the world with special reference to Mexico, and Central and South America. Here it is that the Latin-American architecture grew to its greatest beauty.